

FIG. 1

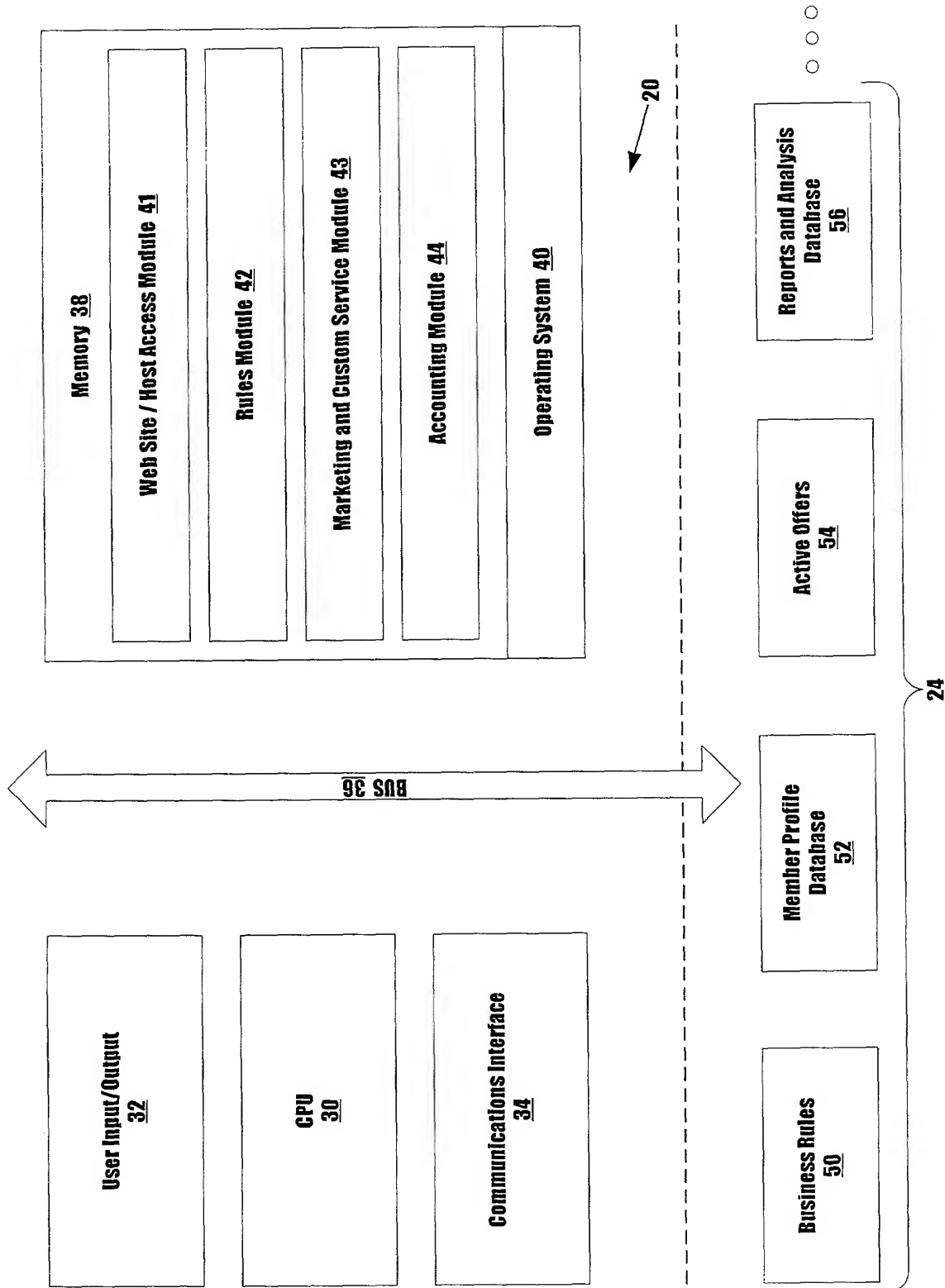


FIG. 2

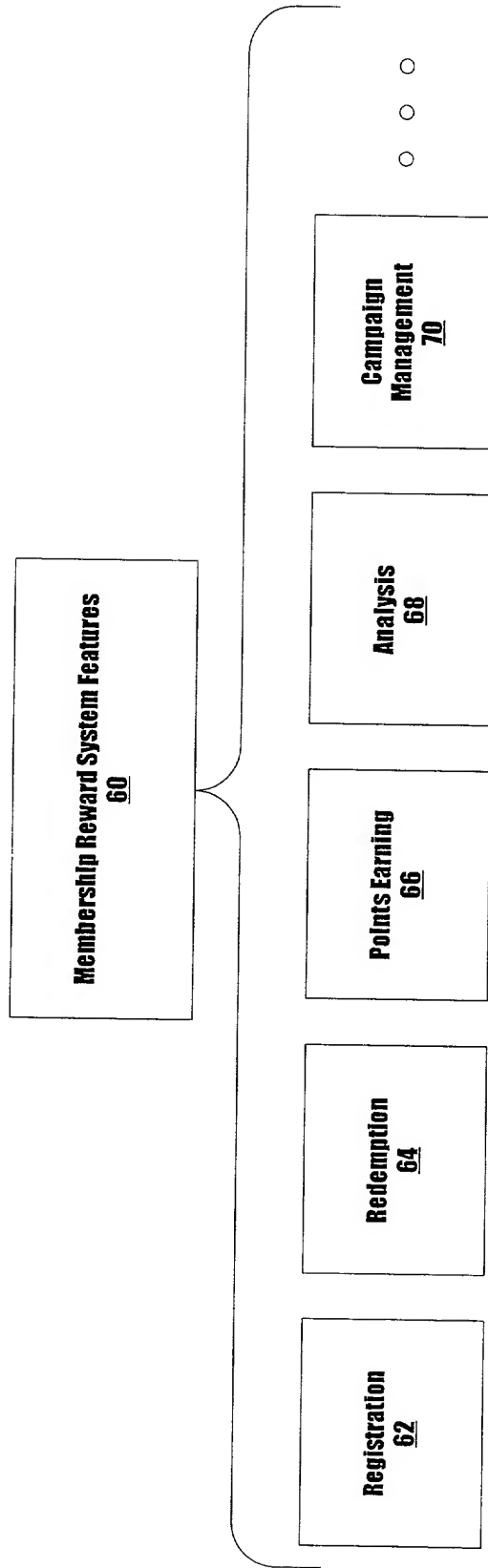


FIG. 3

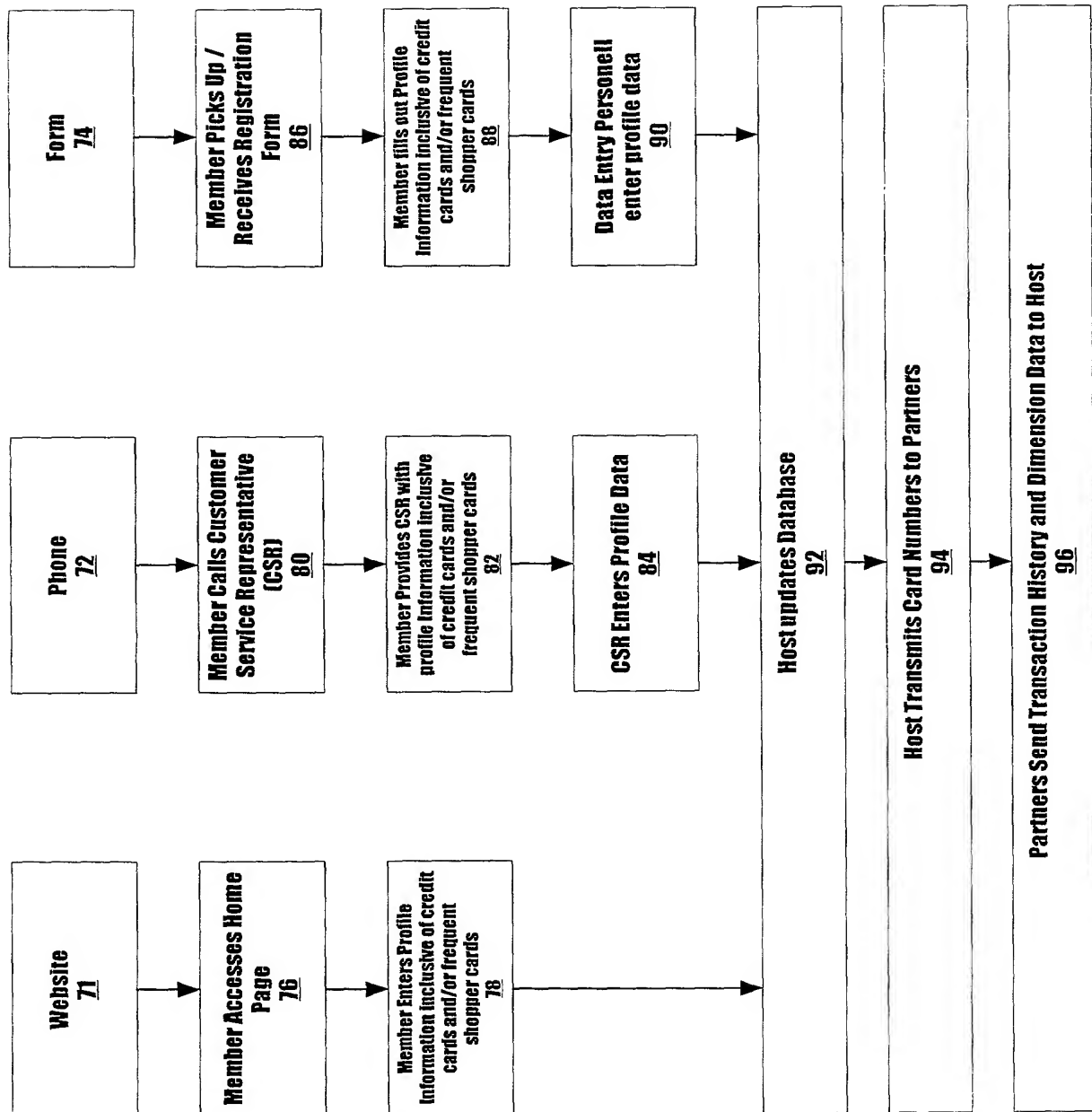


FIG. 4

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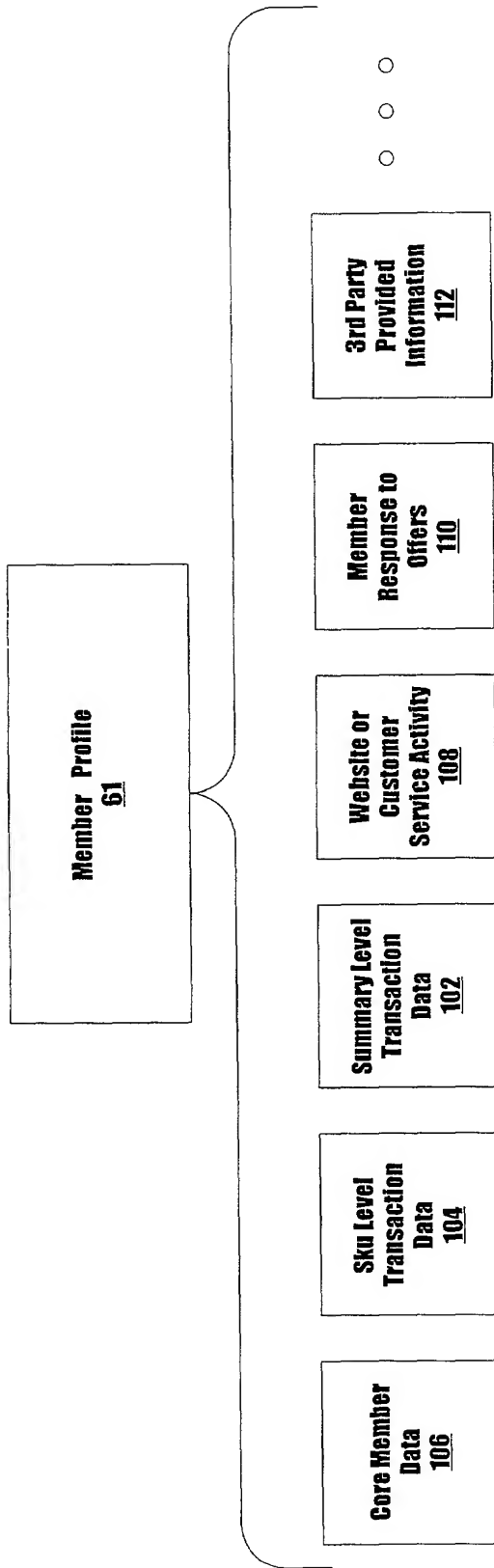


FIG. 5

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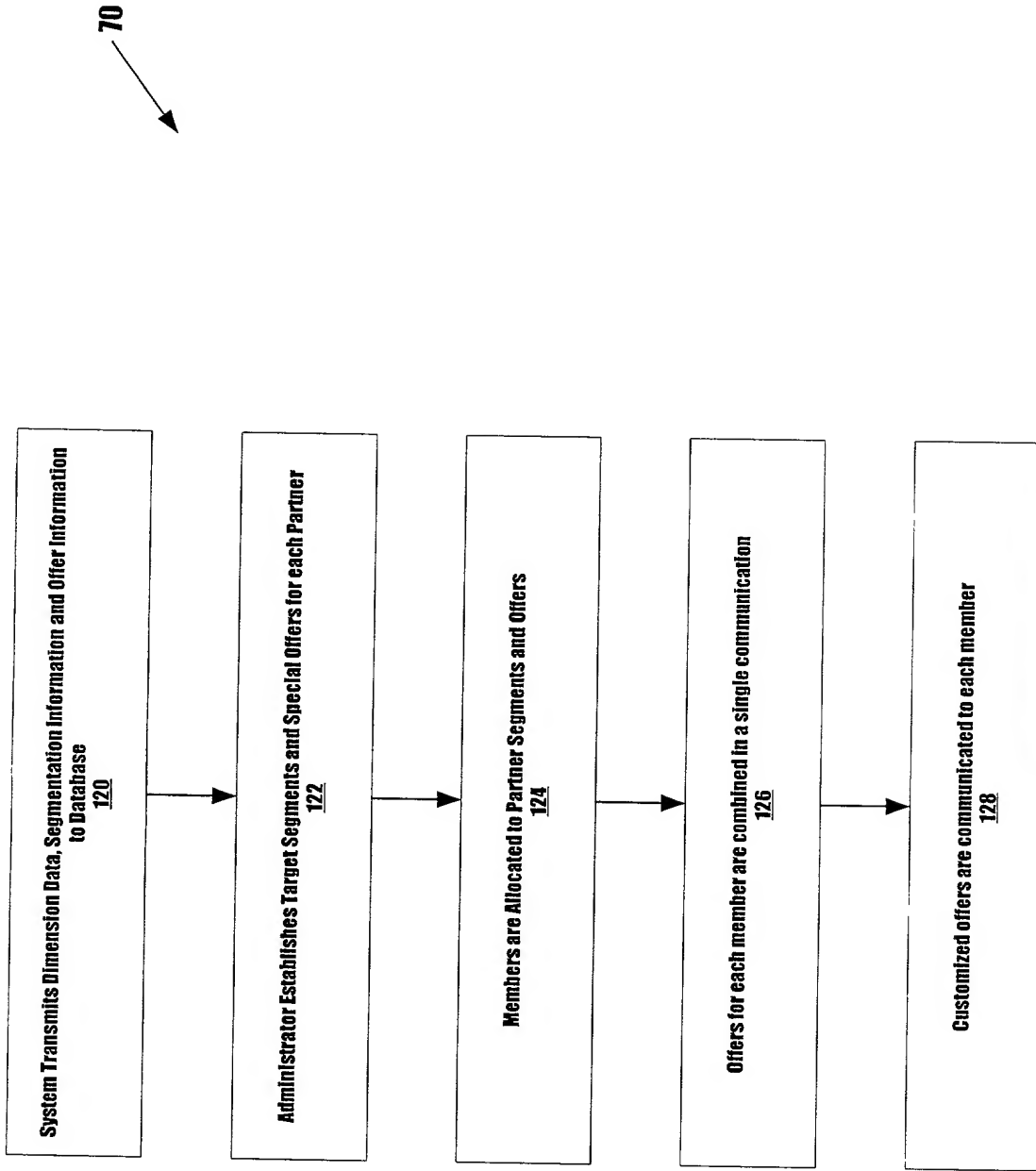


FIG. 6

Retail Example (segmentation for illustrative purposes only):

Base to Host = 3% of sale, Base to Consumer = 4 points per dollar spent
 Base to Host = 9% of sale, Base to Consumer = 12 points per dollar spent

Partner/Segments	Threshold/Range	Average Visits/Year	% of Custom Sample	Bonus Offer
<u>Segment</u>	<u>Spend/Year</u>	<u>Average Visits/Year</u>	<u>Percent</u>	<u>Bonus Offer Criteria</u>
Super customer	>\$900	12	4%	Triple points for spending >\$150
Great Customer	\$600 - \$900	9	6%	Triple points for spending >\$100
Very Good Cust.	\$300 - \$600	7	10%	Triple points for spending >\$80
Great Customer	\$150 - \$300	4	20%	Triple points for spending >\$60

FIG. 7

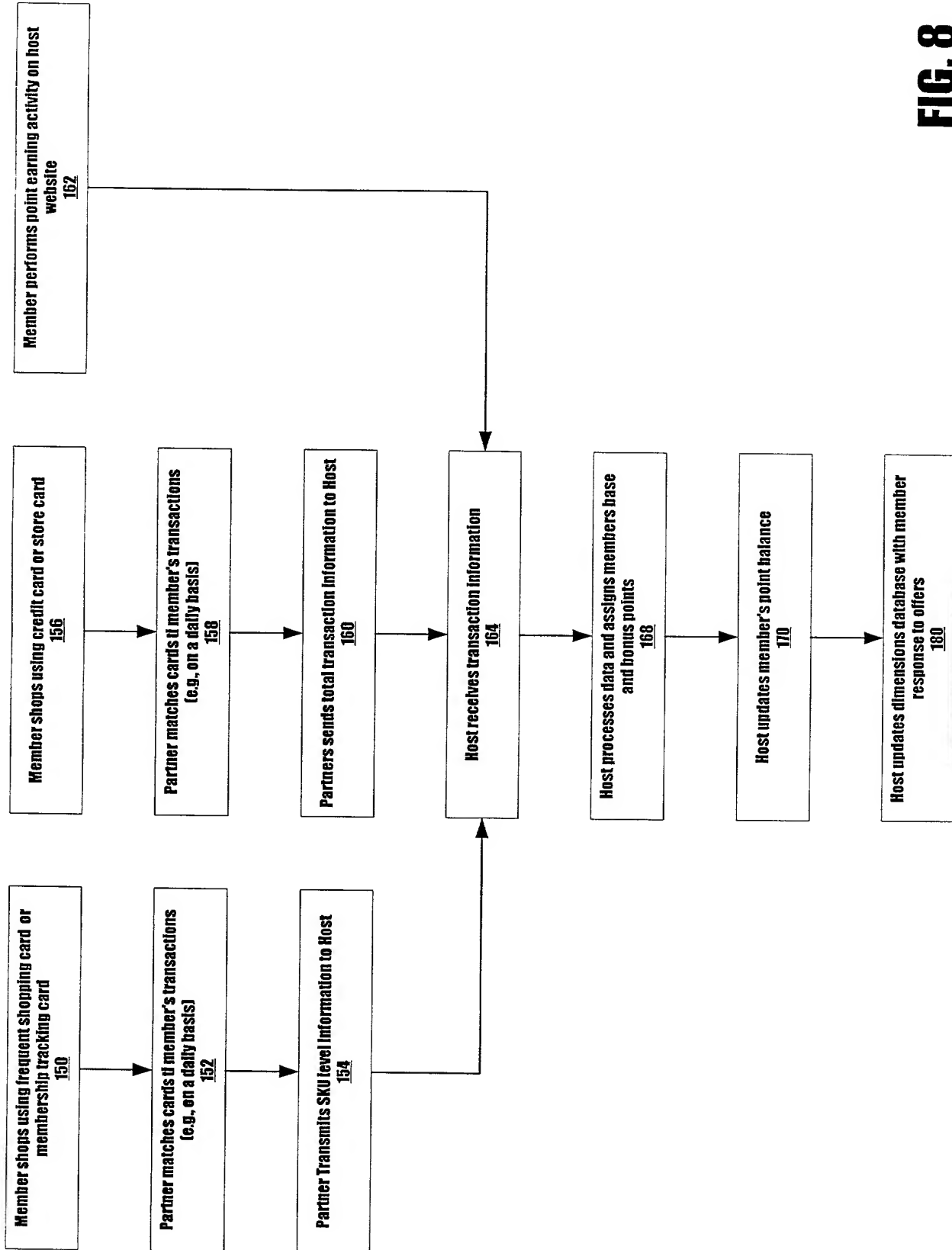


FIG. 8

204 FEB 11 16 50

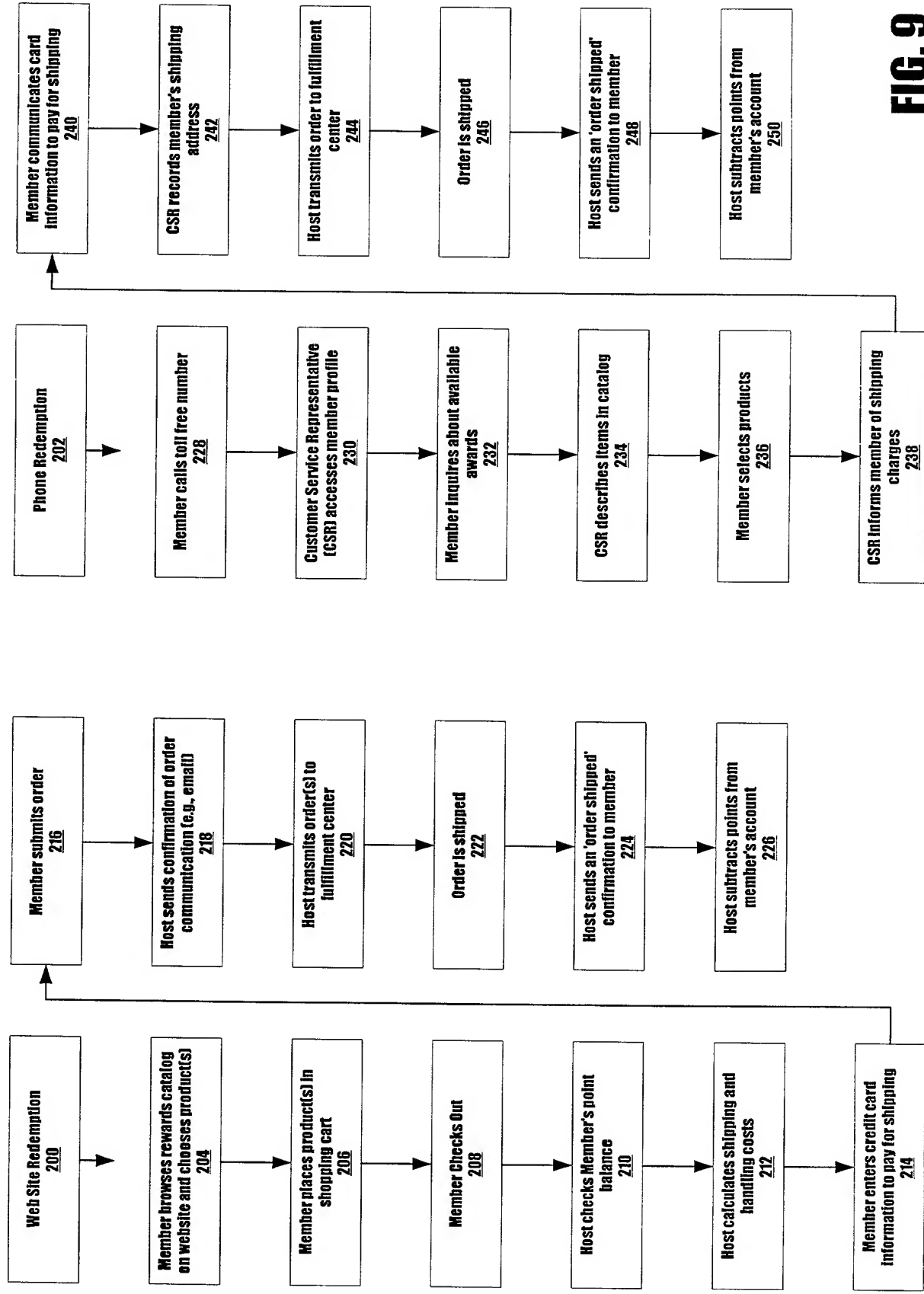


FIG. 9

FIG. 10

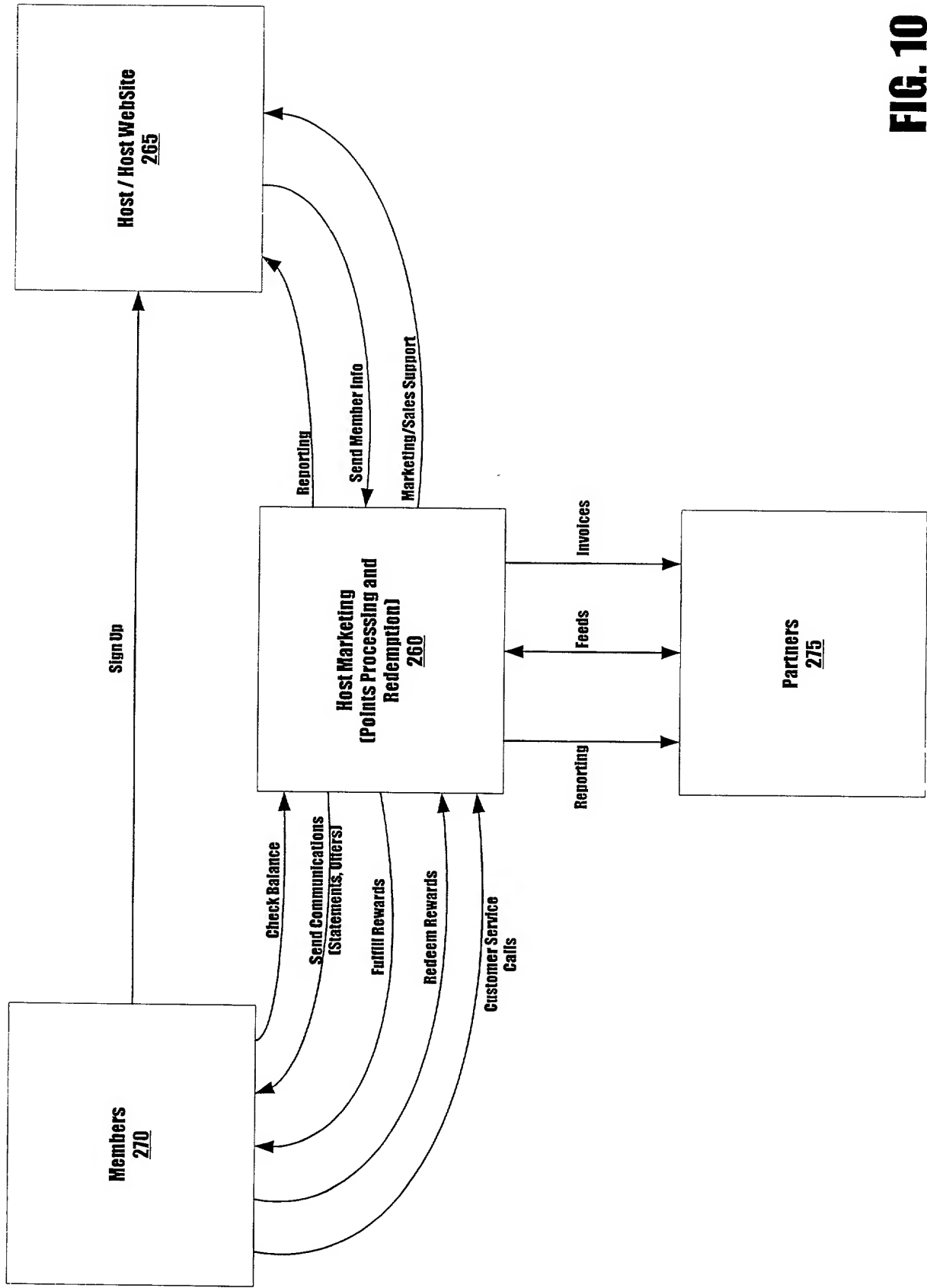


FIG. 10